

Message Text

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ACTION EUR-12

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FOR IEU, ICS

E.O. 11652: N/A

TAGS: OEXC, CZ

SUBJ: TRADE PROMOTION - BRNO INTERNATIONAL ENGINEERING FAIR

1. P AND C PARTICIPATION IN
DEPARTMENT OF COMMERCE-SPONSORED USATECH 75 EXHIBITION AT 17TH
BRNO INTERNATIONAL ENGINEERING FAIR, SEPTEMBER 10-18,
INCLUDED DISPLAY OF "BUSINESS IN THE
COMPUTER AGE" BOOK EXHIBIT AND RPO-SUPPLIED
SUPPORTING GRAPHICS. POST SUPPLEMENTED COMPUTER AGE BOOK
EXHIBIT WITH 300 TITLES DRAWN FROM FORMER BRATISLAVA COLLECTION
NOW INCORPORATED INTO PRAGUE LIBRARY HOLDINGS.

2. MAIN AISLE BOOTH ATTRACTED FAIR PROPORTION OF ESTIMATED
30,000 VISITORS TO USATECH 75. EMBASSY CONSTRUCTED
REQUIRED SHELVING AND POST SUPPLIED TWO KODAK PROJECTORS
FOR SCREENING OF SLIDE PRESENTATIONS BY THOSE OF 21
PARTICIPATING U.S. FIRMS REQUIRING A-V ASSISTANCE.

3. IN ADDITION, POST DISTRIBUTED APPROXIMATELY 2500 COPIES OF
SPEKTRUM 10 THROUGH SEPARATE CONTROLLED EFFORT AT MAIN
INFORMATION DESK OF EXHIBIT. EACH COPY DISTRIBUTED WAS
ACCOMPANIED BY APPLICATION FORM FOR PERMANENT SUBSCRIPTION.
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APPROXIMATELY 500 SUBSCRIPTION FORMS WERE COMPLETED ON THE

SPOT. OTHERS HAVE BEGUN ARRIVING BY MAIL IN PRAGUE.

4. CZECHOSLOVAK SERVICE VOA SUPPORT OF USATECH 75 ON BASIS OF USINFO MATERIALS SUPPLIED BY POST PRIOR TO OPENING OF FAIR WAS TIMELY AND EFFECTIVE. ONE U.S. EXHIBITOR OFFERED CONGRATULATIONS ON VOA PROMOTION. EXHIBITOR SAID CZECH CUSTOMER TOLD HIM HE HAD HEARD ABOUT HIS COMPANY'S PRODUCT AND PRESENCE AT BRNO FAIR ON VOA. PAO DID FOUR TAPED INTERVIEWS WITH FAIR PARTICIPANTS WHICH WERE POUCHED VOA.

5. VISITORS TO BOOK DISPLAY LISTED TITLES IN WHICH THEY WERE PARTICULARLY INTERESTED AND ARRANGEMENTS WERE COMPLETED ON THE SPOT FOR SHORT OR LONG-TERM LOAN OF SELECTED REFERENCE WORKS AND TECHNICAL TEXTS. A REWARDING NUMBER OF VISITORS EXPRESSED THEIR INTENTION TO VISIT PRAGUE LIBRARY TO EXAMINE LARGER PERMANENT COLLECTION AND, IN SOME CASES, PURSUE ACQUISITION OF ADDITIONAL MATERIAL ON MODERN U.S. MANAGEMENT.

6. POST ENJOYED EXCELLENT COOPERATION WITH EMBASSY ECONOMIC SECTION AND DEPARTMENT OF COMMERCE EXHIBIT DIRECTOR JOHN BODSON, WHOSE FLEXIBILITY AND JUDICIOUS SUPPORT WERE ESSENTIAL TO THIS EXPANDED EXPOSURE TO A MANAGERIAL AUDIENCE DRAWN FROM EVERY MAJOR CITY IN CZECHOSLOVAKIA. QUINN

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